

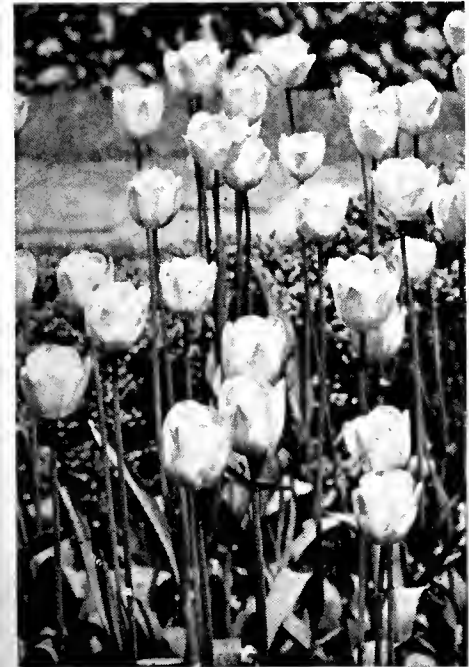
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Sec. 562, P. L. & R.



Beautify Your Spring
GARDEN *with*
"Platt's" BULBS



THE FRANK S. PLATT CO.
446-452 State St.
New Haven, Conn.

Magruder
of R. I. ...

~~D. N. Shoemaker~~
U.S. Dept. Agriculture
Bureau of Industry
Washington, D. C.

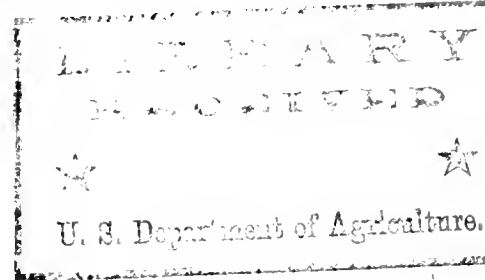


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Glorify **YOUR SPRING GARDEN**

WITH PLATT'S SUPER

Bulbs



FALL 1936

The **FRANK S. PLATT CO.**

• • **SEEDSMEN** • •

446-452 STATE ST., NEW HAVEN, CONN.

"Platt's" Stately Tulips

DARWIN TULIPS

Most beautiful of the Tulip race. Strong stems, 2 to 3 feet high, with immense blooms in May.

	Each	Doz.	100
* Afterglow. Salmon, shaded orange.....	\$0.06	\$0.60	\$4.50
Benjamin Franklin. Ideal. Pure light lavender.....	.08	.85	6.50
* Baronne de la Tonnaye. Rose pink, margined blush.....	.05	.55	4.00
* Bartigon. Fiery crimson.....	.05	.55	4.00
* City of Haarlem. Large; brilliant scarlet...	.07	.80	6.00
* Clara Butt. Soft salmon pink.....	.05	.55	4.00
* Dream. Large, soft lavender.....	.05	.55	4.00
Duke of Wellington. Ideal. White; white anthers.....	.10	1.10	8.50
* Francombe Sanders. Scarlet, with rosy bloom.....	.05	.55	4.00
Faust. Dark satiny purple.....	.06	.65	5.00
Giant. Deep violet purple. Large.....	.06	.65	5.00
Grullemans Giant. Ideal. Finest deep salmon orange.....	.26	3.00	24.00
Heliotrope. Ideal. Clear heliotrope.....	.08	.85	6.50
Insurpassable. Ideal. Mammoth lilac.....	.17	1.95	15.00
King George V. Bright cherry red.....	.08	.85	6.50
* King Harold. Deep oxblood red.....	.05	.55	4.00
King White. Ideal. Large pure white.....	.08	.85	6.50
* La Tulipe Noire (The Black Tulip). Dark maroon.....	.06	.65	5.00
Margaux. Ideal. Deep wine red, edge lighter.	.10	1.05	8.00
* Melicette. Clear lavender, deeper than Dream.....	.06	.65	5.00
Mrs. Grullemans. Ideal. Outstanding white, anthers light yellow.....	.14	1.55	12.00
Mrs. Potter Palmer. Deep purple.....	.06	.60	4.50
Mystery. Maroon black, large and strong...	.09	1.00	7.50
President Taft. Deep crimson maroon. Superb.....	.06	.65	5.00
* Pride of Haarlem. Brilliant rosy earmine..	.05	.55	4.00
Prince of Wales. Rose pink, flushed scarlet..	.06	.65	5.00
Princess Mary. Brilliant pink; very large...	.12	1.30	10.00
Rev. H. Ewbank. Soft lavender.....	.05	.55	4.00
* Scarlet Beauty. Glowing Poppy scarlet....	.06	.65	5.00
Scotch Lassie. Finest deep lavender.....	.10	1.15	9.00
The Bishop. Magnificent clear deep violet..	.08	.85	6.50
Venus. Silvery rose, white base.....	.06	.65	5.00
White City. Pure white.....	.07	.70	5.50
Yellow Giant. New. Golden yellow.....	.08	.85	6.50
* Zulu. Rich purplish black or plum.....	.06	.60	4.50
Darwins, Special Mixed05	.55	4.00

SINGLE EARLY TULIPS

	Each	Doz.	100
Couleur Cardinal. Brilliant scarlet.....	\$0.06	\$0.60	\$4.50
De Wet. Brilliant orange, fragrant.....	.06	.60	4.50
Flamingo. Carmine rose shaded lighter....	.05	.55	4.00
Ibis. Brilliant pink, large flower.....	.05	.55	4.00
Keizerskroon. Crimson, bordered bright yellow.....	.07	.70	5.50
Lady Boreel. Large, snowy white.....	.06	.60	4.50
Pink Beauty. Bright pink and white.....	.06	.60	4.50
Rising Sun. Large, deep golden yellow....	.06	.60	4.50
Single Early, Fine Mixed05	.55	4.00

DOUBLE EARLY TULIPS

	Each	Doz.	100
Couronne d'Or. Golden yellow.....	\$0.06	\$0.60	\$4.50
Imperator Rubrorum. Best scarlet.....	.06	.60	4.50
Peach Blossom. Deep rosy pink.....	.06	.60	4.50
Schoonoord (White Murillo). Pure white..	.07	.80	6.00
Double Early, Fine Mixed05	.55	4.00

BREEDER TULIPS

Majestic in size and of remarkable colors, mostly Autumn tones. Bloom with the Darwins. Height same.

	Each	Doz.	100
Apricot. Bronzy buff, shaded apricot.....	\$0.06	\$0.60	\$4.50
* Bacchus. Violet blue, large.....	.06	.65	5.00
Cardinal Manning. Wine red, flushed bronze	.06	.65	5.00
Creation. Finest bright orange and bronze..	.09	1.00	7.50
Dillinburg. Salmon orange shaded rose....	.07	.70	5.50
* Dom Pedro. Coffee brown, shaded maroon..	.06	.65	5.00
Feu Ardent. Deep flame red.....	.06	.65	5.00
Golden Bronze. Old gold, flushed heliotrope.	.06	.60	4.50
* Goldfinch. Golden chestnut, flushed lilac. Very fine.....	.06	.65	5.00
Indian Chief. Large; reddish purple flushed copper.....	.10	1.10	8.50
* Louis XIV. Rich purple, flushed bronze, margin golden brown.....	.06	.65	5.00
Lucifer. Bright terra cotta orange.....	.08	.85	6.50
* Prince of Orange. Orange scarlet.....	.06	.60	4.50
Purple Beech. Color of purple beech.....	.06	.65	5.00
William The Silent. Large, deep violet purple.....	.10	1.15	9.00
Breeders, Fine Mixed06	.60	4.50

COTTAGE TULIPS

May-flowering. Height 18 to 22 inches.

	Each	Doz.	100
Alaska. Lily-flowered. Golden yellow.....	\$0.06	\$0.65	\$5.00
Buff Beauty. Salmon orange, shaded buff...	.06	.65	5.00
Dido. Rich pink, edged orange.....	.06	.60	4.50
Golden Harvest. Large lemon yellow.....	.18	2.00	16.00
Golden Statue. Pale yellow. Tremendous size.....	.38	4.50	35.00
Grenadier. Rich orange scarlet.....	.06	.60	4.50
Hammer Hales. Old rose and apricot.....	.06	.65	5.00
* Inglescombe Yellow (Yellow Darwin). Canary yellow.....	.05	.55	4.00
Jeanne Desor. Orange yellow, scarlet border.	.07	.80	6.00
* John Ruskin. Rosy pink, edges shaded lemon yellow.....	.06	.60	4.50
Leda. Deep cerise, edged lighter.....	.08	.85	6.50
Lohengrin. Brilliant cochineal red.....	.10	1.15	9.00
Moonlight. Soft pale yellow.....	.06	.60	4.50
* Mrs. Moon. Golden yellow, pointed petals..	.06	.65	5.00
* Picotée. White, margined deep rose.....	.06	.60	4.50
* Sirene. Lily-flowered. Rich cerise pink....	.06	.60	4.50
Sir Harry. Lavender pink; large and fine...	.07	.80	6.00
Yellow Emperor. Deep yellow.....	.15	1.70	13.00



Top—Darwin Yellow Giant
Lower—Darwin Scotch Lassie

PARROT TULIPS

Each Doz. 100

Fantasy. The finest of all Parrot Tulips. . . . \$0.08 \$0.85 \$6.50
Lady Derby. Lilac with lighter edge.16 1.85 14.00

SPECIAL

Tulip Collection Offer at Reduced Prices

To satisfy the demand for high-grade assortments, we offer extra values as follows: Our selection from the Darwin, Breeder and Cottage Tulips, varieties marked (*), consisting of the outstanding, most popular Tulips grown. Each variety labeled. All first quality, identical stock as offered separately, at a saving of more than 10 per cent. We can do this only if order is received early and because assortments are prepared on a large volume basis in advance.

50 Tulips—10 varieties.....	\$2.00
100 Tulips—10 varieties.....	3.90
250 Tulips—12 varieties.....	9.75
500 Tulips—12 varieties.....	19.00
1000 Tulips—16 varieties.....	37.00

♦ ♦ ♦

Tulips Shown in Natural Colors

Come to our store, if possible, and see these new Floralite Plates. They will assist you in making selections.



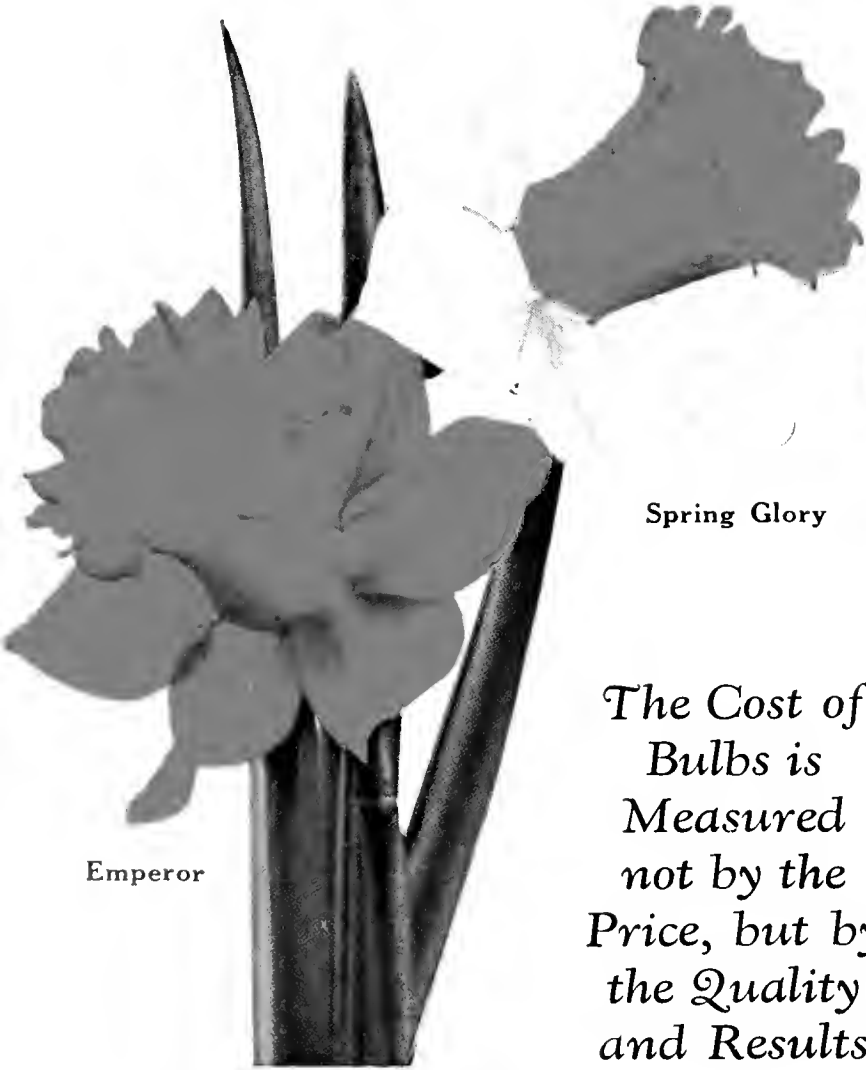
Darwin, City of Haarlem

HARDY NARCISSI

	Each	Doz.	100
Emperor. Rich yellow trumpet.....	\$0.08	\$0.85	\$6.50
Golden Spur. Rich yellow. Early.....	.07	.70	5.50
King Alfred. Large, single golden.....	.11	1.25	9.50
Mrs. Krelage. Majestic pure white, called the White King Alfred.....	.15	1.65	12.50
Olympia. Large, frilled, yellow trumpet....	.10	1.15	9.00
Spring Glory. White perianth, golden trumpet	.08	.90	7.00
Victoria. Selected, double nosed bulbs. The perianth is white with a large yellow trumpet.	.08	.90	7.00
Von Sion (Double Daffodil).....	.08	.90	7.00
Bath's Flame (Barri). Large, golden perianth, cup deep golden, edged orange red.....	.10	1.15	9.00
Firetail (Barri). Magnificent, broad, white petals, cup edged bright orange.....	.17	1.95	15.00
Poetaz Boerhaave. New. Pure white, with sulphur cup.....	.07	.80	6.00
Poetaz Elvira. White, yellow cup, edged orange	.07	.70	5.50
Poeticus Ornatus Eagle. White perianth, yellow cup, edged scarlet.....	.07	.70	5.50
Argent. Semi-double, creamy white, shaded lemon.....	.07	.70	5.50
Hardy Narcissi, Special Mixture. Extra good value.....	.06	.60	4.50



Top—Mrs. Krelage
Lower—King Alfred



Emperor

Spring Glory

*The Cost of
Bulbs is
Measured
not by the
Price, but by
the Quality
and Results*

ROCK GARDEN NARCISSUS

	Each	Doz.	100
Jonquil campernelle rugulosus, Single....	\$0.06	\$0.65	\$5.00
Jonquil campernelle rugulosus, Double...	.06	.65	5.00
Jonquil campernelle, Orange Queen.....	.07	.70	5.50

Paperwhite Narcissus—See page 7



Kaufmanniana Tulip



Eichleri



Tulip clusiana

BOTANICAL TULIPS

FINE FOR ROCK GARDENS

	Each	Doz.	100
Acuminata. Yellow, streaked red.....	\$0.14	\$1.55	\$12.00
Australis. Yellow, tinged bronze.....	.08	.85	6.50
Clusiana. Cherry red and creamy white....	.07	.70	5.50
Eichleri. Crimson, shaded orange.....	.06	.60	4.50
Florentina Odorata. Pure yellow.....	.06	.60	4.50

	Each	Doz.	100
Hageri. Dark crimson, shaded bronze.....	\$0.08	\$0.85	\$6.50
Kaufmanniana. Creamy white, tinged rosy red.....	.10	1.10	8.50
Marjoletti. Soft primrose, shaded carmine...	.08	.85	6.50
Praestans. Bright orange.....	.10	1.10	8.50



Hyacinth, Queen of the Blues

Extra sized Hyacinths recommended for Exhibition
Second size for regular forcing and outdoor

SINGLE HYACINTHS

The Single Hyacinths make stronger and better spikes than the double sorts.

Grand Maitre. Deep porcelain blue.	La Victoire. Brilliant carmine rose.
Lady Derby. Delicate pink.	Queen of the Blues. Light blue.
L'Innocence. Pure white.	Queen of the Pinks. Rosy pink.

EXTRA SIZE

Any of the above named, **Extra Size Bulbs** (19 cm. and up), 16c. each,
\$1.85 per doz., \$14.00 per 100

SECOND SIZE

Any of the above named, **Second Size Bulbs** (17 to 18 cm.), 12c. each,
\$1.30 per doz., \$10.00 per 100

These are equal to many so-called First Size Bulbs

BEDDING SIZE

Same quality as above except size (15 to 16 cm.). Very much superior to mixtures, as more uniform results are obtained from named sorts.

Any of the above named, **Bedding Size Bulbs**, 9c. each, \$1.00 per doz.,
\$7.50 per 100

★ A Colorful Combination

Try the combination of yellow Narcissi and blue Hyacinths—they bloom at the same time, and the blue-and-gold effect is great.

Order liberally this year. Tulips and Hyacinths are still low in price, probably less than they are likely to be next year.



Auratum Lily



Paperwhite Narcissus



Amaryllis



Candidum Lily



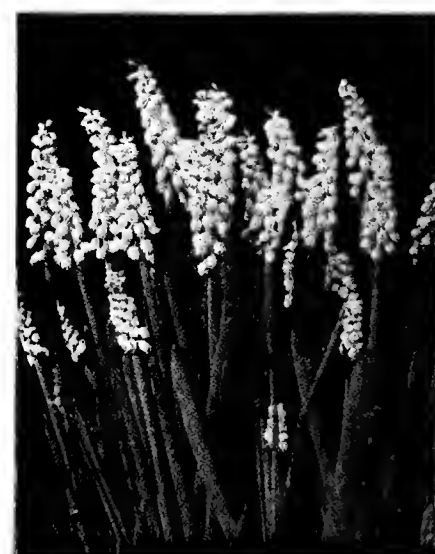
Scilla sibirica



Snowdrops



Large Flowering Crocus



Grape-Hyacinths

Miscellaneous Bulbs and Roots

PAPERWHITE NARCISSUS

	Doz.	100
Paperwhite grandiflora. Most satisfactory of all bulbs to grow in pebbles or peat fiber. Large bulbs.		
14 to 15 cm.....	\$0.40	\$3.00
15 to 16 cm.....	.50	3.75
Soleil d'Or (Yellow Paperwhite).....	1.00	7.50

♦ ♦ ♦

AURATUM LILY.

9 to 11 in. Ready in December\$0.30 \$3.50

MAGNIFICUM LILY.

9 to 11 in. Ready in December..... .25 2.50

Each Doz. 100

CALLA aethiopica. White everblooming. Each Doz. 100
1³/₄ to 2 in. bulbs.....\$0.20 \$2.25

CANDIDUM LILY.

26 to 28 cm. bulbs. Northern grown. Order and plant early. September..... .30 3.50

AMARYLLIS, Hybrids.

Large bulbs. 3¹/₂-4 in. Ready in December .50 5.50

FREESIA, Purity.

³/₄ in. and up..... .35 \$2.50

FREESIA, Golden Daffodil..... .35 2.50

GRAPE-HYACINTH, Heavenly Blue..... .04 .35 2.50

SCILLA campanulata. Blue..... .04 .35 2.50

SCILLA sibirica. Bright blue; early..... .04 .40 3.00

SNOWDROP, Single Elwesi..... .04 .35 2.50

Large Flowering Crocus

	Each	Doz.	100
Mammoth Yellow. Canary yellow.....	\$0.04	\$0.35	\$2.50
Mammoth White04	.35	2.50
General Gordon. Deep purple.....	.04	.35	2.50

	Each	Doz.	100
Striped Beauty. White, striped blue.....	\$0.04	\$0.35	\$2.50
Mammoth Mixed03	.30	2.25
Speciosus (Autumnflowering). Bright blue.	.04	.45	3.50

“Platt’s” Lawn Grass Seed

The best time to make a lawn is in August and September, for there will be much less trouble with weeds than those sown in Spring. Average weather conditions, too, are then more favorable for germination of the fine seed, for a more sturdy root-growth, and, in short, a better lawn. Only suitable kinds of good, clean seed, showing high purity and germination tests, should be used. There is no economy in cheap seeds.

PLATT’S EVERGREEN LAWN SEED

Best for general purposes. Contains heavy grade, thoroughly re-cleaned seeds only of Kentucky Blue Grass, Red Top, Rhode Island Bent and White Clover. The many beautiful lawns that have been produced with Platt’s Evergreen Lawn Seed and Platt’s Shady Nook, about private homes, churches, universities and other public buildings are proofs of the exceptionally high-grade and suitable seeds used in these formulas. Please note that our seed weighs 31 lbs. per bushel. Price: 1 pint 25c., 1 quart 45c., 5 lbs. \$2.20, 8 lbs. \$3.52, 15 lbs. \$6.30, 30 lbs. \$12.60, 100 lbs. \$40.00. Use 4 lbs. for each 1000 square feet new seeding.

PLATT’S SHADY NOOK. A formula containing *Poa trivialis*. Qt. 45c., 5 lbs. \$2.20, 8 lbs. \$3.52, 15 lbs. \$6.30, 30 lbs. \$12.60. 100 lbs. \$40.00.

PLATT’S PREMIER. Contains Rhode Island Bent, Red Top and heavy Kentucky Blue Grass only. Lb. 70c., 10 lbs. \$6.50, 100 lbs. \$58.00.

EDGEWOOD PARK LAWN SEED. Contains re-cleaned Kentucky Blue Grass and Red Top only. Lb. 39c., 10 lbs. \$3.70, 100 lbs. \$34.00.

♦ ♦ ♦

Note on Tulip and Narcissus Varieties

Much care has been taken to select very choice kinds and colors in the various groups. From the several hundred existing kinds, those listed may be called the very cream of the list. They are also first quality as to grade. Second quality bulbs are dear at any price. Order liberally and enjoy more variety.



GARDEN BOOKS



THE BOOK of BULBS

By F. F. ROCKWELL

HOW TO GROW ALL KINDS OF BULBS

With this complete and practical "how-to-do-it" book you can get the utmost in beauty from every kind of bulbous plant. Clearly written by one who knows, and illustrated with 187 beautiful photographs and instructive drawings. Includes instructions for growing Tulips, Daffodils, Hyacinths, Crocuses, Lilies, Gladiolus, Dahlias, Peonies, Irises, Begonias, and scores of other beautiful but not-so-well-known bulbs. We recommend it as the best and most complete practical guide on the subject.

264 pages, cloth. Formerly \$3.00, NOW ONLY \$2.00

Special Offer

\$3.50 BOOK OF GARDEN MAGIC for \$1.50

if your order for bulbs amounts to \$20.00. With a \$15.00 order, send \$2.00. With a \$10.00 order, send \$2.50. With a \$5.00 order, send \$3.00. Without bulb order, \$3.50.

The author, R. E. Biles, has given in the Book of Garden Magic complete instructions for the home garden, with hundreds of clear illustrations to convey details at a glance. Complete text is followed by quick reference charts by national experts. It is the finest book of its kind we have ever seen. Every gardener should have a copy. Size 9x11½ in., 186 pages and 22 pages of calendar supplement.

This does NOT apply to the Special Tulip Collections because of the reduced prices at which the collections are sold.



General catalog of Vegetable, Field and Flower Seeds and Garden Supplies ready for mailing about February first. If interested, we shall be glad to send you a copy. This is our fifty-ninth year of progress.



PARCEL POST ORDERS

On Bulbs and Lawn Seed for \$1.00 and over will be sent postpaid if within 300 miles of New Haven; on smaller orders, add 8c. to cover postage.